

Writing and Marking Instruments Global Market to grow at a CAGR of around 5%

WISEGUY market research analyst predicts the Writing and Marking Instruments Market to grow at a CAGR of around 5% during the forecast period.

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SUMMARY

WISEGUY market research analyst predicts the Writing and Marking Instruments Market to grow at a CAGR of around 5% during the forecast period. The rising use of luxury writing instruments as a status symbol is the key driver for the growth of this market. During 2014, the market for luxury writing instruments grew by around 6% in South Korea. This growth was largely due to the growing interest in traditional writing instruments such as the luxury fountain pens.

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The adoption of personalized pens as a gifting option is also anticipated to drive the market growth during the forecast period. As part of their branding initiatives, corporates gift branded personalized pens to their business partners and employees. In addition to corporate gifts, these pens can also be used for trade show giveaways, corporate events, seminars, and conferences. Some of the popular vendors offering personalized pens include Mont Blanc, Parker and Pilot Pen.

Product segmentation and analysis of - pens, pencils, markers, coloring instruments

Pens accounted for nearly 52% of the market share during 2014 and is expected to maintain its dominance until the end of 2019. The growing demand for better quality writing gear is the key driver for the growth of this segment. Linc, Mont Blanc, Parker, and Pilot are some of the popular brands in this segment.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

Pens

Pencils

Coloring writing instruments

Markers and highlighters
Writing accessories

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Segmentation by distribution channel and analysis of - stationers, supermarkets, online retailing

Stationers and office supplies dominated the market during 2014 with a market share of 49%. Many vendors also tie up with schools and offices for a regular supply of stationery.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

Stationers and office supplies

Supermarkets/hypermarkets

Department stores

Online retailing

Geographical segmentation and analysis of the writing and marking instruments market

APAC

Europe

North America

ROW

APAC accounted for 34% of the market share during 2014 and is predicted to retain its leadership until the end of 2019 with a growth rate of 7%. The increased emphasis on education and the growing demand for quality writing instruments are the key propellers of the market growth in this region. The report anticipates the Philippines to witness the fastest growth during the forecast period due to the recent changes in the countrys education system.

Competitive landscape and key vendors - Crayola, Faber-Castell, Camlin, Mitsubishi Pencil

The writing and marking instruments market is highly competitive and dominated by a few leading players. The vendors in this market compete on the basis of product differentiation, portfolio, and pricing. The report predicts the competition in the market to intensify further during the forecast period due to an increase in product extensions. Pricing strategies and new product launches play a significant role in propelling the growth of this market.

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The leading vendors in the market are

Crayola

Faber-Castell

Camlin
Mitsubishi Pencil
Pilot Corporation
Societe BIC

Other vendors in the market include A.T. Cross, Hindustan Pencils, Hoshan Pan Gulf, Koh-i-noor, Hardtmuth AS, MontBlanc, Newell Rubbermaid, Pelikan, STABILO International, Shanghai M&G Stationary, Staedtler, and Caran D'ache.

Key questions answered in the report include

What will the market size and the growth rate be in 2019

What are the key factors driving the writing and marking instruments market

What are the key market trends impacting the growth of the writing and marking instruments market

What are the challenges to market growth

Who are the key vendors in the writing and marking instruments market

What are the market opportunities and threats faced by the vendors in the writing and marking instruments market

Trending factors influencing the market shares of APAC, Europe, North America, and ROW

What are the key outcomes of the five forces analysis of the writing and marking instruments market

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